



## **OFFICE OF MAYOR JERRY SANDERS**

**FOR IMMEDIATE RELEASE**

**February 25, 2006**

### **FACT SHEET**

## **Sanders, Faulconer & Downtown Community & Business Leaders Announce SD Downtown Park Solution**

***Fix could generate \$100 million+ for  
Downtown Parks & Infrastructure***

### **Background on Downtown Community Plan**

- The Downtown Community Plan was last updated in 1992. Since this time, downtown San Diego has grown significantly, creating new jobs, homes and entertainment options for all to enjoy.
- Recognizing the existing Plan was no longer adequate to address the needs of San Diegans in the 21<sup>st</sup> Century, the Centre City Development Corporation (CCDC) initiated a process to update the planning document four years ago.
- To ensure that community and business interests were sufficiently addressed in this process, a 35-member Steering Committee was formed to help guide the public process and to ensure that community input and concerns were at the heart of all planning discussions. More than 20 Steering Committee meetings were held in addition to public workshops attended by hundreds of people.
- The CCDC board of directors adopted an updated community plan, based on the extensive public process.

### **Problem: Money for Parks**

- Last week, CCDC President & CEO Nancy Graham informed Mayor Jerry Sanders and Councilmember Kevin Faulconer that increased land costs could result in up to a \$90 million shortfall for future infrastructure needs such as parks.
- **Mayor Sanders and Councilmember Faulconer both consider neighborhood parks to be a critical element to the overall attractiveness of Downtown as well as a basic quality of life issue for residents.**

### **Process for Addressing the Problem**

- To address this issue, Mayor Sanders and Councilmember Faulconer asked the downtown community to play a leadership role in crafting a solution that ensures future generations will be assured of sufficient funding for Downtown parks.
- Over the past week, the following organizations have participated in this solution: Downtown Community Plan Steering Committee, CCDC, San Diego Downtown Partnership, East Village Association, Downtown Residential Marketing Alliance, the Regional Chamber of Commerce, and the Building Industry Association's Urban Council.

### **Solution**

- The Mayor and Councilmember Faulconer are proposing that the Downtown Community Plan Update, as drafted by CCDC, be adopted by the City Council next Tuesday, with the following amendments:
- Builders wishing to build above and beyond the levels allowed in the 1992 Plan (the last time the document was updated) can do so at a cost of \$15 per square foot.
  - Builders would be able to build additional space if they added affordable housing or environmentally friendly components to their developments.
- **This cost is projected to raise up to \$100 million of new revenue for future Downtown parks. The assumption is that developers will take advantage of purchasing 6.5 million square feet of additional space at \$15/sq. ft.**
- **The Downtown community and business leaders have also agreed to create a maintenance district to pay for parks.**

### **Fast Facts**

- The Plan projects that development will double from 53 million sq. ft. presently to 106 million sq. ft.
- The Community Plan Update calls for Downtown's residential population to increase from 27,000 residents to 90,000 by 2030.
  - The number of workers would increase from 75,000 to 165,000.

### **Pantoja Park**

- Pan-To-Ha Park is San Diego's oldest park, built in 1850.
- Pantoja Park honors Don Juan Pantoja y Arriaga, first pilot on the 1782 charting of San Diego Bay. Pioneer women strove to keep the park's young trees alive by carrying buckets of water; now, the Morton Bay Ficus trees and Natal Plum bushes are over 150 years old.
- "A stern, yet determined statue of Benito Juarez stands proudly at the park's entrance. Mexico's first President of native descent, Juarez endeavored to make Mexico a Constitutional Democracy. Presented from Mexico in 1981, the statue remains a symbol of brotherhood. Don't miss the surprising trashcan in the park's corner, creatively decorated with tiles of children's artwork. Each

square is painted with different colors and textures, creating a quilt of youngsters' impressions and values."

Credit: [www.viva-city.info](http://www.viva-city.info)